



# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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## **CHP Partners with Berkeley Farms to Promote Motorcycle Safety**

FAIRFIELD, CA – Today, the California Highway Patrol, Golden Gate Division announced a partnership with Berkeley Farms to promote motorcycle safety throughout Northern California. Through our partnership, each of Berkeley Farms' trucks will prominently feature a motorcycle safety logo.

Berkeley Farms has a fleet comprised of 118 trucks, which travel on average approximately 450,000 miles per month. As they journey throughout California, countless individuals will see this safety logo and be reminded to share the road and drive safely.

As the weather warms and we enter into summer months, more individuals choose motorcycles as their preferred method of travel. Unfortunately, this increase in motorcycle traffic is usually accompanied by an upswing in the amount of injury and fatal collisions involving motorcyclists. Motorcyclists are twenty-six (26) times more likely to be killed in a traffic collision, and five (5) times more likely to be injured when compared to a regular motor vehicle. With over 5,000 motorcyclists killed nationwide each year, sharing this message with motorists is critical.

Motorcyclists can improve their chances of being safe on California's roadways by never riding impaired, by watching their speed, and riding defensively. Motorists can help motorcyclists survive by looking twice for motorcycles, especially before making lane changes or turns, and by avoiding distractions behind the wheel.

The goal of this mobile messaging campaign is to remind motorists and motorcyclists to share the road, to be aware of their surroundings, and to drive and ride safely.

*The logo on the following page will be prominently featured on the back of all Berkeley Farms vehicles as they traverse our California roadways.*

*The press conference was live-streamed via Periscope. A replay of the conference can be played using the Periscope App here: <https://goo.gl/g8nEsm>*

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# RIDE TO STAY ALIVE!



— PROUD PARTNERS IN SAFETY —

## CHP & BERKELEY FARMS

CALIFORNIA MOTORCYCLE SAFETY PROGRAM

CALIFORNIA MOTORCYCLIST.COM

## END ##

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